7: Nash E-5 (1957-1967) 1970 NV9 Tzeltal NV9
Amatenango del Valle

of metal and 10 pesos if made of wood. These are lined with waxed paper which the local storekeeper cuts from cracker-box wrappers and sells for 5 cents each.

Electricity, first used in the cooperative store and later in the liquor shops, is now being installed in houses. 83 families had electricity installed in their homes by 1967. Street lights have been in operation since 1966, although the first attempt to install them was blocked by residents on the streets to be lighted who did not want to pay the tax of 1 peso per month per household to meet the cost to the community of 75 pesos a month. Most people have a flashlight, and lighting in the house is provided by pitch pine or by small kerosene lamps. Candles are used only in ceremonies.

The inventory of items sold in the cooperative store in town includes the most frequently purchased items of consumption. Hardward includes buckets, hoes, kerosene lamps, batteries, Gillette blades, shotgun bullets, canned goods such as sardines, chiles, and powdered milk. Packaged foods include rice, sugar, salt, oatmeal, cornstarch, flour, coffee, biscuits, cookies, gum, and candy. Beer is sold along with soft drinks and cigarettes. Household supplies include candles, soap, D.D.T. powder, thread, matches, and kerosene. Medicines dispensed most frequently include sulphur pills, aralin, Desenfriol, Alka-Seltzer, and Sonrisal. Yard goods for shawls, children's wraps, and men's clothing are sold along with manufactured shirts, blouses for girls, and rubber capes. Eggs as well as money are taken in payment and then sold. Except for one can of Chocomilk, which sat on the shelves for a year, all of the items are in constant demand, and provide an index to the level of living and dependency on external markets.

The preferences in changing consumption are limited by communal standards of what is appropriate. I once asked a man who was acquiring more than the usual income by brokerage activities what he would buy with more money. He replied, "I would get more land and cattle." I interrupted to ask what he would do to improve his standard of living. "I wouldn't get better clothing—what would I need that for? I would get a house built with good materials like this [the government-built clinic] with a cement floor. But I couldn't get it now because of envy. When my children grow up, they [the neighbors] will see them working and maybe

Ladino butchers in the neighboring town. The cows are not milked either for local consumption or sale. Fertilizers are for the most part wasted since the cattle roam freely in the communal pasture lands except in the case of a few corrals owned by families. Hides are cured rather crudely and are used for saddle packs or protective aprons by the men, but none are sold.

The cooperatives. The notion of a cooperative to mobilize capital had been introduced by the I.N.I. in 1957 with the inauguration of a store owned by over one hundred members of the community. In the first years of its existence, the cooperative had some difficulties, primarily in convincing the Indians that when the returns on shares were lower in any year from prior levels, it did not indicate that the agents were stealing the money.

The cooperative store was bought by the Indians of the town from the I.N.I. in 1964 after the members had some trouble receiving returns on their shares. There are now one hundred and twenty-two members. The profits of 1965 were reinvested in the purchase of the corn-grinding mill. Current profits at the store are lent at 5 percent per month interest. The store grosses 80 to 100 pesos in sales daily, and the mill grossess 100 pesos. The wages paid to the storekeeper are 300 pesos and to the miller 250 per month.

Now that the cooperative is independent of the government, one of the stated policies is not to sell a single share to a Ladino or member of another community. "We do not want to give gifts to the Ladinos," the secretary of the cooperative told me. He added, "There was a Ladino in Teopisca who wanted to join with 5,000 pesos, but we wouldn't let him in. If you let them in, they would come to dominate the pueblo." The cooperative store does not share profits with the consumers but gives dividends. The 11,380-peso assets in the year 1965 were reinvested in stock and in the purchase of corn at harvest which was then sold at one and a half or two times the sale price.

The Indians developed their first independent cooperative in the ownership of a *marimba,* a musical instrument like a xylophone, operated by eight men of the community. This enterprise failed because the players never developed sufficient skill to be commissioned to play outside of town.